

SMARTWATER SEARCHLIGHT



SmartWater is an Official
Police Accredited Organisation

ISSUE 1

SLASHING CRIME THE SMART WAY!! UP TO 84% REDUCTION IN BURGLARY REPORTED

Recent crime reduction figures from West Yorkshire Police reported a phenomenal 84% reduction in domestic burglaries in areas of Halifax, following the distribution of SmartWater to residents. Other recent SmartWater Strategies have reduced car crime in Middlesbrough Town Centre by over 50%, and a 69% reduction in burglaries committed in schools across North Liverpool.

Further details about these and other Strategy success stories can be found in the **'SmartWater Strategy in Action'** section. Please see inside for further details.

The SmartWater Strategy was debated at the 2005 SmartWater Police User Group Seminar. Further details of the Seminar can also be found in this issue.

Pictured: DCC Graeme Gerrard of Cheshire Police, speaking at the SmartWater Police User Group Seminar.



BRADISH BROTHERS SCARED OF WATER



It has emerged that serial armed robbers, the Bradish brothers, made a vow to stop raiding branches of Thomas Cook after the travel agencies were fitted with SmartWater.

Brothers Sean and Vincent Bradish are currently serving multiple life sentences for more than 100 armed robberies carried out on travel agencies and foreign exchanges, which netted them somewhere in the region of £1million. It was only when Thomas Cook installed SmartWater's Index solution at

their branches that the pair switched tactics, focusing on banks and security vehicles instead – a move that would ultimately lead to their arrest.

Sean Bradish and two accomplices were arrested by the flying squad as they waited to raid a security van in Alperton, North London. Vincent Bradish was arrested a few weeks later.

Pictured: The Bradish Brothers feared becoming forensically coded by SmartWater's Index spray system.

COVERT OP ACHIEVES CONVICTIONS

An operation run by West Midlands Police which targeted a gang of serial thieves has ended with successful prosecution and convictions. The gang of nine had been committing burglaries on a council estate and then supplying stolen goods to a local 'fence'.

Following a tip-off about the gang's next target, electrical items including TVs, stereos, and DVD players were coded using SmartWater Instant solution which contains uniquely numbered particles and can be instantly identified under a microscope. The items were then placed in residential properties within the area

and, true to the information received, were stolen by the gang.

SmartWater forensic analysts were called to Stechford Police Station on the same day that search warrants were issued and the arrests made. All recovered items were routinely checked for traces of SmartWater, with the coded property immediately identified via the particles.

Following a full forensic analysis of the property at SmartWater laboratories, a service which is provided free of charge to police forces, all nine members of the gang were successfully prosecuted and sentenced to between 3 and 6 years in prison.

WHATS INSIDE

- SmartWater on the Box
- The SmartWater Police User Group Seminar

- The SmartWater Strategy in Action
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- An interview with Dr Jo Greenwood

MAKING A SPLASH IN SUN HILL

SMARTWATER STRATEGY FEATURED ON THE BILL



SmartWater has received huge recognition of its own success by featuring in a recent episode of ITV1 drama 'The Bill'.

Widely regarded as one of the cornerstones of ITV1's schedule, The Bill included several references to SmartWater throughout the hour long episode as the Sun Hill team attempted to track down a serial armed robber.

Recently named 'Most Popular Drama' at the National Television Awards, The Bill is regularly viewed by almost 12 million viewers per week and is known to strive for realism when recreating police procedures and the use of police equipment. The inclusion represents a clear indication that the SmartWater Strategy has become an essential everyday tool in the fight against crime.



Pictured: The Bill's PC Harper uses an ultra-violet light to search for traces of SmartWater Index solution on a suspect's jacket.

SMARTWATER STEALS THE SHOW HIGH PRAISE AFTER RICHARD AND JUDY APPEARANCE

SmartWater recently received an invitation to discuss the SmartWater Strategy on Channel 4's Richard & Judy show.

During the 15 minute segment, chat show hosts Richard Madeley and Judy Finnegan interviewed SmartWater's Director of Marketing, Nick Poole, and Superintendent Warren Shadbolt of Sutton Police. The group talked at length about the nature of SmartWater and its ability to forensically fingerprint property and intruders, whilst Richard Madeley was quick to refer to SmartWater's crime



Judy Finnegan demonstrates SmartWater's Index solution with the help of an ultra-violet light, after trying in vain to wash it off.

reduction statistics as "really stunning figures". To demonstrate SmartWater, Judy Finnegan's arm was sprayed with Index Solution and made to glow under ultra-violet light as she tried in vain to wash it off.

Superintendent Shadbolt further reiterated the level of support that SmartWater has achieved amongst UK police forces, describing the product as a "valuable tool" in ongoing crime prevention schemes. Referring to his own experiences with SmartWater, Superintendent Shadbolt spoke of Sutton Police Forces' successes in reducing burglaries by 27% despite the areas already low crime figures, and in driving down race crimes by installing SmartWater Index systems in vulnerable locations.

NEWS IN BRIEF

- Air cadets based in Calder Valley have received a £100 donation from West Yorkshire Police Force. The gift was a reward for their efforts in distributing leaflets to residents giving information about a local SmartWater Strategy.
- Telford based Priorslee Primary School, located near to SmartWater's Head Office, has received a subsidised property coding system after suffering a recent burglary. The School's plight first came to the attention of SmartWater through a member of the company's workforce, whose children attend the school.
- Metropolitan police officers are dressing up in mock burglar outfits, complete with 'swag bags', and entering building in the capital's West End in a bid to rattle lax security. The 'Burglar Bill' scheme involves Met plainclothes officers swooping randomly on 40 businesses which have agreed to participate in the scheme. The initiative follows the introduction of the SmartWater strategy to 2,000 businesses in the Oxford Market area of the West End.
- Specialist insurance broker to the police, Philip Williams & Company, has teamed up with SmartWater Technology to offer its customers a unique offer. All home insurance policies from Philip Williams now include a SmartWater Home Coding System at no extra cost.

SMARTWATER TEAM EXPANDS

SmartWater Technology is delighted to announce the arrival of two new members to the marketing department. Dave Reynolds and Kirsty Button now occupy the positions of PR Executive and Marketing Executive respectively.

Dave will be responsible for the continued development of the company's public relations campaign and help promote awareness of the SmartWater Strategy, whilst Kirsty will be responsible for generating heightened national awareness of the SmartWater brand, allowing the company to develop into the international market.



SMART STATS

- SmartWater is currently deployed by 95% of UK police forces
- SmartWater maintains a 100% court conviction rate
- SmartWater has been responsible for over 400 UK convictions
- Over 300,000 homes have adopted the SmartWater Strategy
- Research carried out by Perpetuity Research Group in 2004 confirmed that SmartWater has helped to reduce burglary by five times the national average.

FIGURES CONFIRM 84% BURGLARY REDUCTION

Funding was first secured to introduce SmartWater to residential areas of Halifax in October 2004. A total of 4,000 SmartWater kits were issued to residents of Todmorden with uniformed police officers visiting residents to assist with the property coding. This exercise also gave officers the chance to spend quality time with members of the community and offer additional crime prevention advice.

The results have been nothing short of phenomenal – during the first 4 months of the scheme, from October 2004 to the end of January 2005 there were a total of 24 reported burglaries in Todmorden, compared to 152 during the same period the previous year – an 84% reduction. This

downturn in the number of incidents has continued, with 6,000 fewer crimes reported this year compared to last year.



SCHOOL BURGLARIES DOWN BY 69%

SmartWater was at the forefront of an intensive North Liverpool campaign to crack down on school burglaries committed during the summer holidays.

SmartWater kits were issued to schools throughout Croxteth to mark school equipment, whilst signaling devices were also fitted to computers and other expensive equipment, which could be tracked by the police in case of theft. One key aspect to the success of this campaign was high exposure, which helped to spread knowledge of the deployment of both SmartWater and tracking devices, thereby generating a powerful deterrent factor. This was achieved through regular patrols by high-visibility mountain bike patrols and mounted police officers throughout the Old Swan area during July and August.

Schoolchildren were also involved by designing posters for the campaign - ensuring that knowledge of the campaign reached households across the local community. The scheme proved to be very successful; police recorded a 69% reduction in school burglaries committed during July and August, compared to figures for the same period the previous year.



THE SMART SOLUTION PROVES TO BE A DETERRENT

The SmartWater Strategy has been launched in the West Berkshire region of Newbury in direct response to more than 40 raids that have been reported across the area. All of all of the raids have been linked to the same group of suspects, and are believed to have netted the thieves more than £250,000 worth of jewellery and antiques.

Dubbed Operation Fahrenheit, SmartWater has been distributed to all burglary victims, as well as all other residents in

affected villages. Other elements of the operation have involved an ongoing covert police presence and high-impact signage sponsored by Vodafone. A mobile police station has also visited rural villages in the area to offer specialist crime reduction advice and to distribute SmartWater to residents.

In just six weeks the scheme has recorded a 42.2% reduction in burglary.

MAYOR KEN LEAVES CROOKS SMARTING

The 'Safer Neighbourhoods' programme has been launched by the Metropolitan Police and funded by the Mayor of London's Office.

A total of 96 Safer Neighbourhood teams (3 per borough) have been introduced to tackle crimes including quality-of-life issues and anti-social behaviour. Safer Neighbourhoods first piloted the SmartWater Strategy in the Abbey ward area of Merton in April 2005 –

introducing a residential property coding Strategy. As part of the scheme, Mayor of London Ken Livingstone visited local residents in the area where SmartWater was being distributed to demonstrate its unique abilities as a property marker.

The property marking initiative is due to be extended to the Pollards Hill, Figges Marsh, Ravensbury, Lavender Fields, and Colliers Wood areas of Merton later this year.

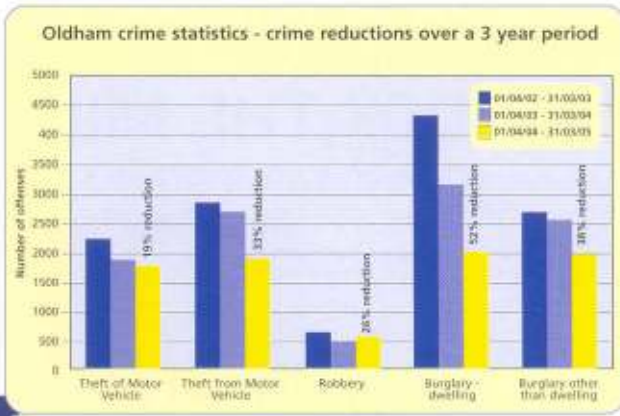


Mayor of London Ken Livingstone makes his mark.

SMARTWATER IN THE SPOTLIGHT

Oldham Police Force has released new crime statistics for the last three years, which has revealed significant reductions in crime levels. Most impressive is the significant drop in dwelling burglaries – with a 52% drop in recorded incidents!

SmartWater has been praised for helping to generate a powerful deterrent factor and credited with playing a key role in achieving this statistics. The SmartWater Strategy was first introduced to the Oldham area in 2002, and is now widely used across the district.



Have you got an example of the SmartWater Strategy in action? If so, contact Dave Reynolds at SmartWater Head Office, and have your crime reduction initiative featured in a future edition of SmartWater Searchlight. Tel: 0870 242 8899, email: davereynolds@smartwater.com

CROOKS DRIVEN OUT OF TOWN



Following a 37% rise in car crime in areas of Middlesbrough town centre between October and December 2004, 'Operation

Hatch' was launched in January 2005 – a high profile, high visibility auto-crime crackdown.

'SmartWatered' decoy cars were deployed and monitored in hotspot areas and car parks across the town's Middlehaven, University Park, Gresham, Clairville, and North Ormesby areas. During one weekend blitz, and accompanied by street wardens and police community

support officers, 40 officers flooded the town centre - making 13 arrests.

The campaign was further aided by the accidental activation of a SmartWater Index canister during a covert operation. The activation was used as a very effective demonstration of SmartWater's abilities to the local media. This ensured extensive media coverage for the operation, which had been eagerly sought as a means of increasing local knowledge and generating the deterrent factor.

Operation Hatch successfully reduced the number of car crime incidents from 600 in December 2004, to 206 in March 2005. Figures are continuing to show a steady reduction in car crime.

KEY FOBS AT SPECIAL PRICE



Official SmartWater key fobs are now available at a discounted price.

The pocket sized ultra-violet lights, which will fluoresce any traces of SmartWater allowing for instant identification of the solution, are available at a special price for police forces.

Please contact SmartWater's Customer Services team on 0800 521 669 for more details or check the Police User Group area of the website: www.smartwater.com

UNITING TO BEAT CRIME

More than 100 officers from across the UK and overseas recently attended the SmartWater Police User Group Seminar.

Held at the Crowne Plaza Hotel in Birmingham, the Seminar presented a valuable opportunity for UK police forces to share their approaches to crime reduction, and featured presentations by guest speakers on a range of crime prevention methods and strategies.

The Seminar also saw the official unveiling of the SmartWater Strategy Operations Manual; designed to assist police forces with the planning, implementation, and maintenance of the SmartWater Strategy.

Professor Gloria Laycock, Director of the Jill Dando Institute of Crime Science discussed in detail the proven ability of a sustained publicity campaign to support crime prevention initiatives. The opening presentation was complemented by an insightful paper on the development of an integrated crime reduction strategy, presented by Deputy Chief Constable Graeme Gerrard of Cheshire



The conference was attended by more than 100 police officers

Police and Chair of the Association of Chief Police Officers Burglary Reduction Committee.

Deputy Chief Inspector John Piekos, Head of Oldham CID, reported a sustained reduction in domestic burglary of over 70% since they introduced the SmartWater Strategy three years ago. Superintendent Warren Shadbolt of the Metropolitan Police then told delegates that they had been able to stop racial attacks on shopkeepers by using SmartWater Index solution.

The Seminar was a great success and plans are already underway for next year's event.

UNDER THE MICROSCOPE

SMARTWATER'S Dr JO GREENWOOD

One of the most integral members of the SmartWater workforce, Technical Service Manager, Dr Jo Greenwood, is responsible for running the laboratory at SmartWater's Head Office, working closely with the police and undertaking forensic casework.

Dr Greenwood commented: "If someone has been sprayed with SmartWater solution, and the police have picked them up, the first thing they want to know is where the solution came from."

Dr Greenwood can take a sample from the suspect's skin and identify which cylinder the sample came from, thus providing an irrefutable link to a crime scene. Even the tiniest amount of SmartWater is enough for analysis – just 1mm of hair is sufficient!

Similarly with property coding, if an item is recovered by police officers that is coded with SmartWater it is sent to SmartWater's forensic laboratories for a chemical analysis to identify the unique code within the solution. Once this is known, the code is simply checked against the SmartWater National Security Register - which is maintained to the highest level of data security – BS7799.



Pictured: SmartWater Technology's Dr Jo Greenwood

This standard is applied by organisations such as MIS and GCHQ - to reveal the rightful owner.

Dr Greenwood also works closely with SmartWater's Research and Development team, to establish new and varied applications for SmartWater; one example is the use of SmartWater to combat the increasingly sophisticated counterfeit market.

Dr Greenwood continued: "We've also undertaken work with the Rubber and Plastics Research Association (RAPRA) looking at O-Rings for the aerospace industry. In some instances people were replacing parts with cheap imitations, but if a plane crashes, a company can prove whether its products were used if they are SmartWatered. We've tested O-rings by simulating the environmental conditions caused by a crash, and have been able to prove that the SmartWater signature can still be identified."

"This role is both demanding and very satisfying for me. Anyone who's been burgled knows what a deeply unpleasant experience it is – so anything we can do to tackle it is very rewarding", concluded Dr Greenwood.

TURKISH DELIGHT AT SMARTWATER



From left to right: Phil Cleary (SmartWater Chief Executive), Ashvin Pathak (SmartWater Chairman), Akif Aktu (Turkish Police Service), Deputy Chief Constable Graeme Gerrard (Cheshire Police Force), Sedat Gulsepel (Turkish Police Service), and Husseyin Sinsek (Turkish Police Service)

In attendance at the Police User Group Seminar were representatives from the Turkish Police Service who had heard of SmartWater's phenomenal successes in reducing crimes such as burglary, robbery, and car crime.

The Turkish police officers spoke at length to their UK counterparts about approaches to crime reduction and the deployment of SmartWater. Initial discussions have already taken place between Turkish Government representatives and SmartWater Senior Management about the possibility of establishing a SmartWater infrastructure within Turkey.

THE POLICE LIAISON TEAM

SmartWater's Police Liaison Team (PLT) consists of a group of highly experienced and well-qualified former senior police officers who provide support for police forces from SmartWater project concept stage through implementation and beyond to successfully sustain the SmartWater Strategy.

PLT members are available to provide advice, training, operational support, illustrative case studies, experience and examples gained whilst working with other forces that have adopted the SmartWater Strategy.

MEET THE PLT



Nigel Anderson – North West Region
Covering Greater Manchester Police, Lancashire, Merseyside, Cheshire, South Yorkshire, West Yorkshire, IOM



Geoff Knupfer - Scotland and North East Region
Covering Northumbria, Durham, Cleveland, Humberside, Cumbria, North Yorkshire, Central Scotland, Dumfries & Galloway, Fife, Grampian, Lothian & Borders, Northern, Strathclyde, Tayside



Graham Davies – Midlands, South West and Wales Region
West Midlands, Warwickshire, Nottinghamshire, Leicestershire, Derbyshire, West Mercia, Northamptonshire, Norfolk, Staffordshire, PSNI, Garda Siochana & MOD Police, North Wales, South Wales, Dyfed – Powys, Gwent, Gloucester, Wiltshire, Dorset, Avon & Somerset, Cambridgeshire, Lincolnshire



Bob Sherwood – Southern and Home Counties Region
Metropolitan & City of London, Thames Valley, Kent, Sussex, Surrey, Bedfordshire, Suffolk, Hertfordshire, Essex, Hants, Devon & Cornwall

DISCOUNT FOR POLICE OFFICERS

SmartWater is now offering all police officers a discount of 20% on personal use Home and Vehicle Coding Systems, and a 15% discount on personal use Vehicle Coding Systems (terms and conditions apply).

To take advantage of this offer, please contact your PLT member for further details.

STRATEGY MANUAL AVAILABLE NOW

Copies of the complete SmartWater Strategy are currently being issued to Forces around the UK.

The SmartWater Strategy Operations Manual is designed to provide a complete guide to the implementation of the strategy, from understanding the concept, to creating the business case and through to roll-out. The Manual will enable each police force to implement their SmartWater projects in the best possible way, making the best of experiences gained by other police forces across the country.

To find out how to get hold of a copy, please contact your PLT member for further details.



FOR MORE INFORMATION CALL US ON 0800 521 669

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